

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re the Application of:

GOLDBERG et al.

Serial No.: 09/502,285

Filed: February 11, 2000

Atty. File No.: 3367-2-2

For: "A NETWORKED SYSTEM FOR PRESENTING ADVERTISING"

Group Art Unit: 3713

Examiner: Robert E. Mosser

**AMENDMENT AND RESPONSE TO Notice of Non-Compliant Amendment**

**DATED**  
**September 14, 2007**

Assistant Commissioner for Patents  
Washington, D.C. 20231

Dear Sir:

The present Amendment and Response addresses long standing issues related to what claims are pending in the present application. In order to address such issues, all pending claims are cancelled and new claims are provided for entry herewith. It is requested that the Examiner reconsider the present application after entry of the new claims provided.

If the Examiner has any questions or concerns with regard to the present Amendment and Response or any other matter, it is requested that Applicants' representative identified below the Remarks section herein be contacted by phone at (303) 863-2975.